

Rep Order# 7894425
EC'd Yes

Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 24371

Printed: 09/20/2012 10:34 AM
Last Received: 09/20/2012 9:19 AM
Showing Buylines: All Lines

1 of 4

Station KSL-TV SALT LAKE CITY
Advertiser () PATRIOT MAJORITY
Product PATRIOT MAJORITY USA
Estimate# 1348
Buyer SPENCER WOOD
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E //1548
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	TU-F	EARLY TODAY	5A-6A	:30	10/02-10/05	3	\$60.00	3
2	TU-F	NEWS	6A-7A	:30	10/02-10/05	4	\$300.00	4
3	M	NEWS	6A-7A	:30	10/08-10/08	1	\$300.00	1
4	TU-F	TODAY SHOW	7A-8A	:30	10/02-10/05	2	\$700.00	2
5	TU-F	TODAY SHOW	8A-9A	:30	10/02-10/05	2	\$475.00	2
6	SU	SUN TODAY	7A-8A	:30	10/07-10/07	2	\$150.00	2
7	SU	MEET PRESS	8A-9A	:30	10/07-10/07	2	\$200.00	2
8	TU-F	TODAY SHOW	9A-10A	:30	10/02-10/05	3	\$180.00	3
9	TU-F	RACHAEL RAY	10A-11A	:30	10/02-10/05	5	\$140.00	5
10	M	RACHAEL RAY	10A-11A	:30	10/08-10/08	1	\$140.00	1
11	TU-F	STUDIO 5	11A-12P	:30	10/02-10/05	4	\$140.00	4
12	M	STUDIO 5	11A-12P	:30	10/08-10/08	1	\$140.00	1
13	TU-F	NEWS	12P-1P	:30	10/02-10/05	4	\$170.00	4

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14	M	NEWS	12P-1P	:30	10/08-10/08	1	\$170.00	1
15	M	TODAY SHOW	1P-2P	:30	10/08-10/08	1	\$100.00	1
16	TU-F	DAYS OUR LIVES	2P-3P	:30	10/02-10/05	5	\$200.00	5
17	SU	SUNDAY EDTN	9A-930A	:30	10/07-10/07	1	\$100.00	1
18	SU	HISTORY OF THE SAINTS	1030A-11A	:30	10/07-10/07	1	\$100.00	1
19	TU-F	DR PHIL	3P-4P	:30	10/02-10/05	5	\$130.00	5
20	M	DR PHIL	3P-4P	:30	10/08-10/08	2	\$130.00	2
21	TU-F	KATIE	4P-5P	:30	10/02-10/05	5	\$130.00	5
22	M	KATIE	4P-5P	:30	10/08-10/08	2	\$130.00	2
23	TU-F	NEWS	5P-530P	:30	10/02-10/05	4	\$525.00	4
24	M	NEWS	5P-530P	:30	10/08-10/08	1	\$525.00	1
25	TU-F	NEWS	6P-630P	:30	10/02-10/05	5	\$485.00	5
26	M	NEWS	6P-630P	:30	10/08-10/08	1	\$485.00	1
27	TU-F	NEWS	630P-7P	:30	10/02-10/05	4	\$475.00	4
28	M	NEWS	630P-7P	:30	10/08-10/08	1	\$475.00	1
29	SA	NEWS	6P-630P	:30	10/06-10/06	1	\$225.00	1

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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
30	SA	GAME NIGHT LIVE	630P-7P	:30	10/06-10/06	1	\$100.00	1
31	M	THE VOICE	7P-9P	:30	10/08-10/08	1	\$3,700.00	1
32	TU	GO ON/NEW NORMAL	8P-9P	:30	10/02-10/02	1	\$2,500.00	1
33	F	GRIMM	8P-9P	:30	10/05-10/05	1	\$1,300.00	1
34	F	DATELINE	9P-10P	:30	10/05-10/05	1	\$1,000.00	1
35	SA	NEWS	10P-1035P	:30	10/06-10/06	1	\$1,100.00	1
36	TU-F	TONIGHT SHOW	1035P-1137P	:30	10/02-10/05	4	\$600.00	4
37	M	TONIGHT SHOW	1035P-1137P	:30	10/08-10/08	1	\$600.00	1
38	TU-F	FALLON	1137P-1235A	:30	10/02-10/05	3	\$250.00	3
39	SU	NFL	615P-930P	:30	10/07-10/07	1	\$4,500.00	1
40	SU	SPORTSBET NFL	930P-10P	:30	10/07-10/07	1	\$500.00	1
41	TU-F	TODAY SHOW	1P-2P	:30	10/02-10/05	4	\$100.00	4

---REPORT TOTALS---

Report Totals: 94 / \$37,765.00

---SALES MONTHLY TOTALS---

Oct 12: 94 / \$37,765.00

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1 Hypothesis

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Sales Totals: 94 / \$37,765.00

Station Totals: \$4 / \$37,765.00

Lines not sent/rcld/rtrn: 0 / \$0.00

~~COMPETITIVE~~

Market Totals	\$189,825	CABL 0%	KJZZ 0%	KSL 20%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	NSL 0%	UNKN 80%	

Books	null
Demos	RA35+